

Company Name

Oceanside Wealth Management

Date 2012

STEP 1

Company Vision

Vision

What will this company look like after 5 -10 years? What will this company be known for? Use the present tense.

Oceanside Wealth Management Inc (OWM) is a \$150 million assets under management financial advising firm located in San Francisco, California. We are Fee Only and specialize in wealth management for prosperous business owners and entrepreneurs. The firm's principals are Beth Smith-Carter, CFP® and Benjamin Morgenstern, CFP®. Beth and Benjamin take one month of vacation annually and fulfill the role of conducting client reviews. Licensed associates take on all other work.

THE COMPANY:

Is known for wealth management for affluent business families

Average family account size is \$2 million

The office is a historical Victorian building with an ocean view and hard wood floors, large windows, and comfortable furniture.

Office hours are 8am to 5pm Monday through Friday.

STEP 2

Mission Statement

Mission

What is the purpose of this business? Use no more than 1-2 sentences.

We are trusted advisors who help wealthy business owners build and manage personal and business wealth so that they can sleep soundly at night!

STEP 3

Branding

Branding

How will this business differentiate itself in the Market Place? List your strategy to tie your brand and colors into your business cards, tagline, website, blog, and marketing materials.

Our brand message to the client is that we are the trusted advisor. We have accomplished this via a blue and white theme throughout all our marketing materials. Our anchor logo ties in with our position of trust and the nearby ocean.

Colors: Blue/White

Our tagline: Helping Affluent Families Build and Manage Wealth

Our website: www.oceansidewealthmanagement.com

Our Newsletter: The Affluent Investor

STEP 4 **Creating Meaningful Goals**

Meaningful Goals

Create goals that are meaningful to you. Add target dates. How are you going to measure your success?

Increase Assets Under Management to \$120M by 2015

2012 AUM \$60M

2013 AUM \$72M

2014 AUM \$86M

Maintain work/life balance by taking Fridays off beginning January 2012

Finish detailed Ideal Client Profile by December 2012

Attend one networking event weekly

Hire additional licensed staff by 3/2012

STEP 5 **Strategies**

Strategies

How will you build this company over time?

Create a Client Service Matrix to plan how often we touch clients and the service levels our clients receive

Leverage client relationships by proactively asking for referrals at each client review

Promote a "TEAM" environment so that clients become accustomed to dealing with staff for most needs except Client Reviews

Utilize licensed assistants to maintain relationships

Remain knowledgeable about products/services by subscribing to industry publications

Be an active member of the Financial Planning Association

Establish relationships with Estate Planning Attorneys and CPA's

STEP 6 **Marketing Activities**

Marketing Activities

Your marketing activities are the actions used to build your business and achieve your Meaningful Goals. Include: Internet Marketing, Referral Marketing, Advertising, Promotions, Publicity, & Customer Contact. Make sure to include Target Dates.

Marketing and Promotions:

Be an active member of the Center for the Arts – join 9/2012

Join the FPA board by 12/2012

Give one high quality workshop quarterly by invitation only

Create first rate company brochure by 1/12

Internet Marketing:

New website with original content by 10/30/12 - utilize Search Engine Optimization

Prospect/Customer Contact:

Follow up all networking contacts within 7 days

Send Quarterly Newsletter: The Affluent Investor (compliance approved)

Create a detailed Referral Strategy by 3/12